

THE HIGH COST OF LIVING MAY BE REDUCED BY FOLLOWING THE HOUSEKEEPERS' BUYING GUIDE

"New Blood in the Old Stand."

Friends, Patrons, and Those We Hope To Make Friends and Patrons

Just a word to interest all. We have put in new appointments, enabling us to give a **FIRST-CLASS MEAT AND FISH SERVICE** to the people of every section of our city. We employ only efficient help. All our orders are handled by experienced butchers who know how to cut and handle Meats to satisfy the most particular people. We know it's a pleasure to get things to eat in an appetizing form and we see that you get your Meat and Fish, bought here, of such quality and in such shape as to make you feel like eating. We have three deliveries daily. For the special convenience of our friends in London South we send out two special deliveries on Saturdays—one at 9 a.m. and the other at 1:30 p.m. Phone your orders early and insure quick delivery. There's Meat Satisfaction in dealing at Burbanks', the "old shop with the new life." Try it once and you'll notice the difference. Look at these prices and test the quality with your order. We'll be pleased to serve you, and you will be pleased with the service.

Choice Blade Roast of Beef
(bone removed), only, 28c
per lb.

Choice Prime Rib Roast of Beef
(bone and rolled free), lb. 30c, 32c

Fresh Cut Lean Beef Cut-
tings (solid meat), 25c
per lb.

Hamburger Steak (ground
while you wait), lb. 25c

Eat Fish!

Choice fresh caught
Whitefish, per lb.,
25c

Pickering, Perch, Her-
ring and Halibut.

Shoulder Roast Cut of the
Choice Milk-Fed Veal,
(bone removed, pocket
for dressing), per lb. 28c

Choice Fillet of Veal,
per lb. 32c

Pickled Picnic Hams,
per lb. 33c

Smoked Picnic Hams,
(4 to 8 lbs), per lb. 34c

All kinds of canned specialties
and relishes.

Roy Burbanks

The Store of Quality and Efficient Service
513 DUNDAS STREET. PHONE 2986.

Give your laying
hens our FRESH
GROUND BONE.

PEANUT BUTTER
Have you tried our
made-while-you-wait
PEANUT BUTTER?
Delectable, delicious.



Seeds

There is going to be the greatest production
of vegetables in 1918 the citizens of London have
ever produced.

Will you do your bit to increase this produc-
tion?

If you will, you need Reliable Seeds—Depend-
able Seeds—those that with your help will pro-
duce big crops.

Flower Seeds

Don't forget to have a few beautiful flowers,
as in years past. They give a pleasing touch to
the surroundings of every home. We have the
best.

Spraying Materials

It's a mistake to forget to spray your Fruit Trees and Small Fruits. You cannot have
either quality or quantity unless you spray. Begin now. Call and see our expert on
spraying—he will advise you.

Shrubs, Roses, Climbers, etc.

A full line. Space will not allow us to mention what we have, but they are the best
varieties and will grow. Our catalogue gives a full list. Have you had one? If not call
550 and we will mail you a copy.

Garden Tools

Make the labor of gardening lighter by using a Planet Junior Wheel Machine for
sowing, hoeing, cultivating, raking, etc. Once used you will wonder why you never
thought of one before. See them. Also Hand Hoes, Rakes, Spades, Shovels, Pruning
Shears, etc., all at right prices.

DOMINION SEEDS, LIMITED

PHONE 550. (Formerly Darch & Hunter Seed Co.) 119 DUNDAS ST.

THE MARKET CASH AND CARRY STORE

When You Buy Here You Carry Away More Goods for the Same Money.

FINEST DAIRY BUTTER.
..... 45c to 47c
Medway Creamery, large rolls 50c
Fresh Eggs 40c
Armour's 3 X Oreo 37c
Fresh Headcheese 20c
Cracked Eggs 35c

Cooked Ham 60c lb.
Sliced Breakfast Bacon 47c
Cottage Roll Bacon 40c
New Colored Cheese 28c lb.
Old White Cheese 32c lb.
Carnation Milk, large size can 18c
Seeded Raisins, 15 oz. two for 25c

Freemont Beans with Pork 20c
Horseradish Relish 15c
3 lbs Pure Lard \$1.05
JAMS.
16 oz. Pure Raspberry 30c
4-lb Pails Pure Raspberry 30c
4-lb Pails Apple and Rasp-
berry Jam 60c

PAUL L. DOIG, 6 Market House

"THE CASH AND CARRY STORE"

Redpath's, 5-pound cartons 50c
Corn Syrup, 16-pound pail 35c
Corn Syrup, 8-pound pail 40c
Home Jam, 4-pound pail 50c
Harvest Brand Tomatoes, 2 tins 45c
Aylmer Peas, 2 tins 35c
British Columbia Salmon, lb. tin 20c
Peanut Butter, per lb. 28c

Prunes 2 lbs. 25c
50c Liquid Veneer at 35c
Maple Leaf Salmon, 1/2-lb. tin 20c
Lemons, per dozen 30c
Cornstarch, per package 12c

Creamery Butter, per pound 50c
Domestic Shortening, lb. carton 25c
Oleomargarine 24c
Seeded Raisins, two for 25c
Campbell's Soup 15c
Brazil Nuts, per lb. 15c
Crisco, per lb. 32c

FRANK SMITH, MARKET LANE

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISABEL C. ARMSTRONG.

Indignation is life among the farmers' wives of the district over the order-in-
council whereby surplus holdings of flour and sugar must be turned over to
dealers under penalty of the law. The writer came upon a wretched little group
of country women a few days ago just in time to hear what they had to say
on the subject.

"You are an editress," said one to the writer person, "and the food con-
troller is coming next week. Why don't you get after him. He might listen to
you."

"I'll go to jail," said another, firmly, "before I'll turn over the sugar we
have in our sugar bin, just for the purpose of buying it back in small quantities
and letting the middleman profit to this extent. Early in March, we did as we
have been in the habit of doing for economy's sake, bought one hundred pounds.
The greater part of it is left, and we have been depending on it to help in pre-
serving our early fruit and doing the spring preserving of the present. I think
it is absolute nonsense to make us cart the sugar back. The rational way would
be to allow consumers to keep what they have in stock and prohibit dealers from
selling more than a certain amount to each customer after this. Mrs. D—
here, feels exactly the same way about it as I do," said the speaker. Then Mrs.
D— spoke for herself.

"For years," she said, "we have bought sugar, flour and things like that in
quantity, because it has been much cheaper for us in the long run to buy that
way, and also prevented the risk of our running out of supplies. We have a
good amount still on hand, and it is just as Miss W— says, we feel it is im-
position to ask us to turn it back to our dealer and, in buying it in small quan-
tities, pay for the wrapping paper and twine, and the extra cost in general of
purchasing in the smaller quantities. We are perfectly willing after this to buy
after any rational method the food controller suggests, if it is going to serve the
best interests of the country in the war. The part we object to is taking back
what we have on hand."

"We have been educated to know that it is more thrifty to buy in larger
quantities," said a city woman, "and I can tell you, we have need of all the
thrift we can exercise to make ends meet. When I was a young girl living on
the farm we always bought sugar by the barrel, and when I got married I
started out housekeeping by buying sugar in hundred-pound lots. Last year
the whole song was 'A back-yard garden in every city lot. Eat all you can and
can all you can't.' And the eating and canning applied to fruits in season as
well as vegetables. Like Jane Wiggins, I filled up all the bottles and jars avail-
able to help out the food situation, and have been planning to do the same this
year. I wonder what provision I will be allowed in the way of sugar for pre-
serving and canning."

One woman after another, city housewife as well as country housewife, ex-
presses her entire willingness to meet conditions hereafter by buying in quan-
tities permitted by the Government. Not a single one has been found who can
see any excuse for the regulation about turning back sugar and flour in stock.
As one country woman points out, it will mean giving up a good part of the
day for her husband to take it to town at this busy season when so much is
depending on the farmer, and when the soldiers and Allies are depending to
such an extent upon the crops that are to be.

It begins to look as if "a lively time will be had" by the food controller
when he pays his visit to this city, if many of the women of the district come
in to hear him and ask him questions, provided they express their opinions as
freely to his face as when he is at a safe distance in Ottawa.

BABY SAVING REAL WAR SERVICE.

"The Germans have a new army of about 500,000 coming on every year,
according to the most reliable statistics obtainable," was the statement made
a few days ago by a repatriated Canadian officer, the first to reach this city
after a long term of imprisonment in Germany. Germany, the efficient, is
one country which fully recognizes the value of the conservation of its man-
power. Since the army coming on each year of approximately 500,000 young
men means so much to Germany in holding on in the war, it isn't by any
means surprising that Germany, the efficient, has been giving efficient atten-
tion to the conservation of its child life during the years of war. England is
becoming thoroughly aroused to the importance of definite efforts along the
same lines, and up-to-the-minute United States is making baby saving a big
feature of its war work. Baby saving, over across the line, indeed, is given a
leading place as a branch of war service. All over the United States, moreover,
the first week in June is to be observed as "Baby Week," when exhibits will
be held, and a nation-wide campaign launched to educate the public, concerning
the importance of saving the babies, building up the nation, and repairing the
wastage of war. Apropos of the fact that the first week in June is to be observed
as "Baby Week" in the United States, it is an interesting co-incidence that the
London Child Welfare Association has decided upon the last day of that week,
Saturday, June 8, as the date on which to hold a Child Welfare tag day, and
has received permission from the civic powers that be accordingly.

WHAT LONDON HAS DONE.

London made a magnificent start in the direction of child saving with the
big Child Welfare Exhibit of the week of February 10 to 15, which aroused inter-
est not only throughout the city, but attracted attention all over Western
Ontario. Following the exhibit, a weekly clinic for sick children was promptly
organized, and the children who had been in the clinic of welfare week,
and other doctors associated with him who had become familiar with the
need in London. Victoria Hospital offered quarters there for the clinic and the
assistance of nurses. Good service has been rendered, but, more and more,
doctors and nurses have been impressed by the inadequacy of the machinery to
cope with the situation. It has been like attempting to beat a house with a nail
sized furnace. When a furnace not nearly large enough for the house is in-
stalled much fuel is used, not to say wasted, for very little return in the way
of comfort. The waste of heat energy used up are entirely out of proportion to
the results achieved.

In order to make the sick children clinics effective, the imperative need
has made itself felt of a nurse to follow up cases, show mothers how to carry
out the doctors' instructions, give advice regarding the general care of pa-
tients and to reach cases which would not otherwise have been brought to
their attention. The nurse is needed for educational work, and it is to raise
funds to secure this nurse that the tag day is being held.

IS A NURSE NEEDED?

"Is the nurse really much needed?" was asked of one of the doctors who
has had much to do with the child welfare movement here.

"Without the nurse," said the doctor, "we are about in the same position as
a surgeon with his arm off at the elbow."
If democracy means anything, it should mean an equal chance for every-
one, an equal chance for recovery in sickness through proper medical care and
intelligent nursing, an equal chance for the poor little poor child and the poor
little rich child to have adenoids removed and the other defects
set right which might otherwise shorten the lives or prevent poor little poor
child and poor little rich child from growing up healthy-bodied, alert-minded
men and women and useful members of society. Some day, the state is going
to make its own the responsibility of the care of the physical welfare of its
citizens. A start in this direction has been made through medical inspection of
schools and school dentists and nurses, through the establishment of depart-
ments of public health.

Why should children be sick if it is possible to keep them well? That is
another question which is being raised by the scientific people who have been
conducting the sick baby clinic. Important as this sick baby clinic is, they
realize that it is of still more importance to have a "well baby" clinic, to which
all sorts of little minor defects were detected and some real big ones which re-
quired attention. Mothers from out of town who brought in their children have
been especially generous in expressing appreciation. One community, within ten
miles of London, has been so impressed with the wisdom of keeping children
well that inquiries have been made concerning the possibility of securing a
doctor from London, experienced along the lines of Child Welfare clinics, to go
out once a month and hold a well baby clinic for the community. This is just
one evidence of the way London's exhibit in February has set people thinking
and acting in different parts of Western Ontario.

HER HAND TO THE GO-CART.

Since London has given the lead, the eyes of outside places will naturally
be turned to London to see what comes next. London's reputation in connection
with the successful Child Welfare Exhibit of the past winter has gone far and
wide in Ontario, and traveled to distant provinces which are writing down to
the Forest City to see how such things are done. Having put her hand to the
plow — or more properly speaking, the perambulator in this case, London
isn't going to fall short in her splendid task of saving little lives from ruthless
slaughter, not willful murder, but destruction through ignorance, lack of proper
home or medical care, lack of proper food or because of the wrong kind of food,
or because of the lack of a Child Welfare nurse. The fair summer-time is the
time when the visits of the Little White Hearse multiply, and hearts and homes
are bereft because of the little blossoms which perish. Now is the time to pre-
pare to meet with the big summer offensive of the enemies of babyhood, the
enemies which claim as their victims one in every ten children born in London
before the milestone of the first birthday is reached. The M. O. H. points out
that "IT WILL COST LESS IN CASH TO PAY A SALARY OF \$900 TO
A WELFARE NURSE THAN TO PAY THE FUNERAL EXPENSES OF THE
LITTLE ONES WHO WILL DIE FROM PREVENTABLE CAUSES UNLESS
ALL IS DONE THAT POSSIBLY CAN BE DONE TO SAVE THEIR LIVES."



We Want MORE BUSINESS

We have the room. We have the service. The more business we do the
cheaper we can sell. We want to cram every person possible into this building
Saturday. We want to jam it to its utmost capacity. We hold the key to
cheap food prices in London, and offer you below prices and quality that will
fairly startle you. Be here early, have your mind made up just exactly what
you want. Say it quick, have your change ready, and we will demonstrate to
you how to handle a great day's business.

RIB ROAST 30c
BEEF 28c
20-LB. PAIL
PURE LARD \$6.20
STEWING VEAL,
PER LB. 18c

SHOULDER ROAST
BEEF, PER LB. 28c
BREAST VEAL, pocket
to dress, PER LB. 20c

ANDERSONS

THE BIG FOOD STORE
AUTO DELIVERIES SATURDAY 8, 9 and 11 a.m., 2:30, 4:30 and 6 a.m.
PHONES, 1643-1644. 1, 2, 3, 4, 5 MARKET HOUSE.
Store opens Saturday morning, 6 a.m.; Store closes Saturday night, 10 p.m.

LONDON'S PRICES LOWEST FOR EGGS, BUTTER AND CHEESE

APRIL LABOR GAZETTE SHOWS PRICES IN LONDON CONSIDERABLY CHEAPER
THAN AVERAGE. EGGS ARE CHEAPER THAN MEAT, AND YOU SHOULD EAT
MORE EGGS AND SAVE THE MEAT FOR THE SOLDIERS AT THE FRONT.
GROCERS CAN ALWAYS DEPEND ON GETTING STRICTLY FRESH EGGS HERE.

**SPECIALTIES—STRICTLY FRESH EGGS, CHOICE CREAMERY BUTTER, PRIME
OLD CHEESE, SHORTENING, OLEOMARGARINE, FANCY DRESSED POULTRY.**

C. A. MANN & CO., 78 King St. Phone 1577

Fresh-Caught Fish

For FRIDAY and SATURDAY
HERRING, PERCH, PICKEREL, WHITEFISH, CODFISH, HADDOCK, FLOUNDERS,
PERIWINKLES. We are the largest specialists in fish in London. We always have all
kinds of fish in season. Special auto delivery Friday.

ONN'S THE OLD RELIABLE ONN'S

FISH AND POULTRY DEPOT.

Extra Special Sale Choice Veal and Pork at THE CUT-RATE MEAT MARKET

Sugar-Cured Shoulders of Pork 32c
Sugar-Cured Pickled Bacon 42c
Best Corned Beef 27c
Smoked Side Bacon 44c
Smoked Picnic Hams 34c
Smoked Cottage Rolls 40c
Fillet of Choice Veal 33c
Legs of Veal 30c
Shoulder Roasts, pocket dressing 28c
Stewing Veal 18c
Loins of Veal 28c
Small Sausages, best 20c

HEARTS, LIVERS, TONGUES, SPARERIBS, TENDERLOINS, ETC.

WE DELIVER TO ALL PARTS OF CITY DAILY. **FAULDS & DAWES** PHONE 5750. MARKET HOUSE.

THE CUT-RATE MEAT MARKET.

**HOUSEKEEPERS—WHEN YOU READ THE ADS ON THIS PAGE YOU
ARE ADVISED OF THE LOWEST PRICES OBTAINABLE ON TABLE
SUPPLIES. IT PAYS EVERY HOUSEKEEPER TO READ THESE ADS
CAREFULLY.**

The Saving of Money

You can't get away from the blunt truth—you must save purposefully and regularly in
order to get ahead. Men who trust to luck, or to circumstances, or to increase in salary,
to produce a surplus of ready money, usually have no reserve fund. This is why THE BANK OF
TORONTO invites young men and others to open with it a Savings Account now. Don't look
at the interest which Banks pay; but consider well just what the building up of reserve fund
means to you, interest or no interest. Your whole future is likely to depend upon your ability
at a time of opportunity to put your hands on a sum of ready money.

THE BANK OF TORONTO

Head Office: Toronto, Canada. ESTABLISHED 1855
FOUR OFFICES IN LONDON:
Cor. King and Richmond Streets. Cor. Dundas and Adelaide Streets.
Cor. Richmond and John Streets. Cor. Dundas and Taitot Streets.